

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A delivery system for delivering a plurality of contents, comprising:

a center system configured to deliver the plurality of contents;

a plurality of terminal systems configured to receive the plurality of contents from the center system and to display the plurality of contents; and

communication lines connecting said center system to said plurality of terminal systems and configured to transmit the plurality of contents,

wherein said center system comprises:

a delivery-schedule setting unit configured to set a schedule of delivery of the plurality of contents; and

a content-delivery unit configured to ~~deliver the plurality of contents to the plurality of terminal systems according to the schedule of delivery, and to customize the plurality of contents individually for each terminal system~~ identify the contents to be delivered to a terminal apparatus based on attribute information indicative of at least one characteristic of the terminal apparatus and to deliver the contents to the terminal apparatus.

Claims 2-7 (Canceled).

Claim 8 (New): The delivery system as claimed in claim 1, further comprising an output schedule setting unit configured to set an output schedule as the attribute information of the terminal apparatus, said output schedule defining a schedule according to which the contents to be delivered to and stored at the terminal apparatus are displayed at the terminal

apparatus, and wherein the output schedule set by the output schedule setting unit is transmitted to the terminal apparatus.

Claim 9 (New): The delivery system as claimed in claim 8, wherein the delivery schedule setting unit is configured to set a delivery schedule as the attribute information of the terminal apparatus, said delivery schedule defining a schedule according to which contents are delivered during a low utilization period in which a utilization of the terminal apparatus drops below a predetermined level.

Claim 10 (New): The delivery system as claimed in claim 9, wherein the delivery schedule setting unit derives the utilization of the terminal apparatus based on a preset output schedule.

Claim 11 (New): The delivery system as claimed in claim 9, wherein the delivery schedule setting unit includes a delivery scheduling function to control the delivery of the contents identified for the terminal apparatus based on the delivery schedule already set for the terminal apparatus and the output schedule already transmitted to the terminal apparatus.

Claim 12 (New): The delivery system as claimed in claim 9, wherein the delivery schedule setting unit is provided with a function to modify a currently effective delivery schedule, and wherein when the delivery schedule is to be newly set for the terminal apparatus to deliver new contents to the terminal apparatus, said function derives an available time according to the output schedule and the delivery schedule and a time required to deliver the contents based on the output schedule and delivery schedule currently set for the terminal apparatus and the low utilization period of the terminal apparatus.

Claim 13 (New): A contents delivery method for delivering contents to be stored and displayed at a terminal apparatus that is connected thereto via a network, comprising:

- causing a contents storing unit to store contents to be delivered to the terminal apparatus;
- causing an attribute information storing unit to store attribute information indicative of at least one characteristic of the terminal apparatus on a terminal-apparatus-specific basis;
- identifying the contents to be delivered to the terminal apparatus among the contents stored in the contents storing unit based on the attribute information of the terminal apparatus; and
- retrieving the identified contents from the contents storing unit for delivery to the terminal apparatus.

Claim 14 (New): The contents delivery method as claimed in claim 13, further comprising:

- setting an output schedule as the attribute information of the terminal apparatus, said output schedule defining a schedule according to which the contents to be delivered to and stored at the terminal apparatus are displayed at the terminal apparatus; and
- transmitting the output schedule to the terminal apparatus.

Claim 15 (New): The contents delivery method as claimed in claim 14, further comprising setting a delivery schedule as the attribute information of the terminal apparatus, said delivery schedule defining a schedule according to which contents are delivered during a low utilization period in which a utilization of the terminal apparatus drops below a predetermined level.

Claim 16 (New): The contents delivery method as claimed in claim 15, wherein the utilization of the terminal apparatus is derived based on a preset output schedule.

Claim 17 (New): The contents delivery method as claimed in claim 15, wherein the delivery of the contents identified for the terminal apparatus is controlled by referring to the delivery schedule set for the terminal apparatus.

Claim 18 (New): The contents delivery method as claimed in claim 15, wherein when the delivery schedule is to be newly set for the terminal apparatus, a currently effective delivery schedule is modified by deriving an available time according to the output schedule and the delivery schedule and a time required to deliver the contents based on the output schedule and delivery schedule currently set for the terminal apparatus and the low utilization period of the terminal apparatus.